



**Raymond E.  
Browne**



**David A.  
Monighetti**

**R**aymond Browne and David Monighetti purchased Wyrepak Industries, a manufacturing company which was founded in 1959 by Joseph Kovaleski.

Wyrepak Industries is a manufacturer of a wide range of machinery and equipment for the wire, cable and specialty textile industry, including fiber optics. In 1990 at the time of purchase the company's export sales were less than 5% of the company's sales and typical of small business manufacturers.

When Wyrepak began looking for expansion opportunities Ray, who has a European background immediately began looking at the world market. Markets in Europe were targeted first, with great success, and the company began to grow. To help combat recession years, Wyrepak later acquired Watkins U.K., a former competitor. This U.K. base contributes significantly to the company's stability during

unstable global economies. Today Wyrepak exports about 60% of its product to other countries such as Europe, Canada, and Mexico and has emerging markets in Korea, the Middle East, Africa, Australia and New Zealand.

The evolution of the Internet has also been a factor in the development of Wyrepak's export business. A full website is maintained featuring all Wyrepak's primary products allowing the company the ability to maintain a strong position due to its intense marketing through this medium. Due to the internet, sales have been developed in areas that the company may not have been able to physically reach such as Trinidad and Tobago, South Africa, Chile, Venezuela and Mexico. Also, since 1994 Wyrepak has been an exhibitor at the major wire and cable exhibition held in Dusseldorf, Germany every second year. From this exhibition, contacts

were made into other markets, leading to Asian customers, and Wyrepak's participation in "Wire Singapore," and a wire trade show in China and on it goes.

Wyrepak attributes some of its success to their skill in developing valuable relationships with agents and brokers. They also ensure doing business with Wyrepak proves beneficial for the customer. They are always prepared to discuss ways to customize equipment to meet specific needs, and will help the customer with problems outside the company's manufacturing range.

Ray likes golf and tennis. He and his wife have two sons and reside in Old Lyme, CT.

Dave likes to work with wood - especially cabinet making, and loves all water sports (boating, water skiing, etc.) He and his wife and daughter Katie are residents of East Hampton, CT.

**2004 Small Business Exporter of the  
Year**